

Freedom Fellowship Church – Evangelism Plan

Revised: Jan 6, 2010

Freedom Fellowship Church (FFC) was a church plant in September of 2002. During FFC's five year period, she has experienced seasons of plateau, due to not being able to sustain momentum. The vision for FFC is "*Changing lives, Changing the Community, Changing the World*" with a mission statement of *Making disciples, Baptizing believers, and Teaching them* to grow in their faith as found in Matthew 28:19-20. With the aid of Fay's book, "Share Jesus Without Fear", Sjogren's book, "Conspiracy of Kindness, and McRaney's, "The Art of Personal Evangelism", and Reid's book, "Radically Unchurched", the following evangelism strategy is submitted for review.

I. Lessons Learned

There has been many lessons learned, but most importantly is that evangelism in the local church cannot and should not be abandoned. The local church must continue to cooperate with the ecclesia at large to promote the gospel message. Second, the culture has drastically changed before our eyes. The church needs to understand the cultural change from modernism to postmodernism. This cultural change must be addressed, and repentance is essential for allowing this cultural change without our recognizing the shift. Third, recognize that the Gospel is the same but the methods do change. The church is to be "*in the world, but not of it*". In other words, the church needs to be shining her light in the world. Below is a strategy to include some areas we have already addressed along with fresh new insights.

Evangelism Strategy

1. Preach it

Evangelism is the Christian practice of preaching the Truth of Jesus to both Christians and non-Christians. Secondly, Evangelism must be trans-temporal and cross-cultural. What I'm saying is this, there are different methods of evangelism, but the principle is eternal. The method may change but the gospel is the same. **The "Method" is the application of a principle to a culture.** Example: Sunday school is a method, while reaching people for Christ and teaching them is the principle used in Sunday school. Vacation Bible School is a method, and reaching children with the good news of Jesus Christ is the principle of evangelism. The method can be replaced by any of the ministries found in the local church, and in most para church ministries. Jesus said "All authority (all power of rule)" in heaven and on earth.

2. Teach it

Teaching includes all five pillars of evangelism, discipleship, worship, fellowship, and service. It is important to emphasize that discipleship, worship, fellowship, and service should have evangelism incorporated into its fabric.

Evangelism is the Christian practice of preaching the Truth of Jesus to both Christians and non-Christians. In other words, the church must be purposeful to share the gospel of Jesus Christ to a dying world. The problem is that the church has grown into such an intense seeker / postmodern culture that the gospel has been lost. People are not motivated to share their faith. Even more saddening is the inward battering and bickering that causes the church to "just exist", turning its focus inward only to devour one another. FFC should make sure that evangelism is incorporated in every area of ministry, i.e. Sunday school and small group meetings of all ages as a part of its DNA. Curriculum's should be sought which help facilitate a culture of evangelism and open generational lines of communication. One specific goal is to remove barriers between adults and senior high teens. Through observations, we have noticed that teens are not open to share in spiritual growth experiences when around adults.

We have attempted to include the High school students in our “Family Life Bible study”, but it is has been hard to truly measure because of a decrease of families in 2009. Here at Freedom we recognize the importance for our younger generation to be included in our life giving exchange. We desire for them to be connected and not on the fringe, but the connection should first be on a spiritual level before a “works” level.

3. Release it

After we have preached it, and after we have taught (equipping) it, then we must release it. Here is the point – The gospel is offensive (meaning it will not make most people feel good), and subtly the offense is taken away. Dr. Martin Lloyd Jones was a phenomenon in the evangelicalism of Britain in the 20th century. He states, *“Evangelism must start with the holiness of God, the sinfulness of man, the demands of the law, and the eternal consequences of evil.”* Steven J. Lawson, long time preacher and author says this, *“step into the average church these days and you will likely see the services are designed more to remove the fear of God than to promote it.”* The truth is, our Lord and Savior Jesus Christ died in our place. He paid the ultimate price for our sin. The gospel is about God’s love not his wrath, but here is what we need to understand. Followers of Jesus Christ should be purposeful in sharing their faith. “According to a George Barna poll, 48 percent of Americans are searching for the meaning and purpose of life.” While in another survey more than 29.4 million Americans said, they had no religion. And the most painstaking statistic is this, “95-97 percent of American Christians do not share their faith with others”.

William McRaney, in his book, “The Art of Personal Evangelism” says, and I agree, and I have preached this to no end,

“We need to understand and address a new mindset if our proclamation and demonstration of the gospel are to remain relevant and influence the minds and hearts of the next generation. The emerging mindset has been labeled “postmodern”.

Here are some steps FFC needs to take in order to release evangelism in the local church.

- a) Appoint an Evangelism director. This person must have a gift and passion for evangelism. It is also important that the Evangelism Director have the training and ability to teach others.
 - 1) The evangelism director will work closely with the pastor to ensure that evangelism is incorporated into the life of the church.
 - 2) It is strongly recommended that the Evangelism Director read the books mentioned in this plan, and continue to build an evangelism library keeping up with the cultural trends.
- b) Build an Evangelism team. The Evangelism director is responsible for working with each of the ministries within the church. The goal is every ministry to have evangelism incorporated into its DNA.
- c) Review Assimilation Strategy (p. 6-8).

This will ensure the process of incorporating guest, visitor's, potential new members, and new members into the life giving exchange of the church. If evangelism is kept in the front, multiplication will naturally happen.

- d) Work with each ministry to be purposeful in reaching the community through "Acts of Kindness". This should be done at the conclusion of teachings, usually 6-8 weeks for each ministry, or at least every other month.

4) Inspect it

This is just as important as all the previous. FFC is currently working on methods to inspect the validity of our evangelism efforts. We are working systems of accountability and oversight.

In conclusion, the church is failing their mission. The church needs to repent and renew her commitment to makes disciples, and teach them. Secondly, the church needs to understand that this is not a call for a younger generation, but all generations. "Much of conservative Christianity's evangelism has been built upon one-time encounters and memorized presentations,

Freedom Fellowship Church – Evangelism Plan

Revised: Jan 6, 2010

an approach effective only in a highly homogeneous culture. The church today must be ready to invest in the lives of our culture today through multiple encounters. Finally, remember that only God can save any one, it is every believer's responsibility to evangelize.

Top Assimilation Ideas:

1. Have a good welcome packet.
2. Have the best information for your guests. Brochures for just about every area.
3. Create and distribute a welcome CD.
4. Create several information displays.
5. Have a good visitor card and use it.
6. Keep track of first, second, and third time visitors.
7. Keep track of the number of visitors in a year.
8. Use database to track a guest's progress.
9. Categorize your visitors into different categories. Hot, warm, cold, or 101 and 201.
10. Develop Prayer teams to pray for recent guests to the church.
11. Have a couple of Friend Days every year.
12. Teach your people to invite guests at the start of every new series.
13. Have 8-12 Membership classes per year. To create the next step people need to be reminded of membership about every 30 days.
14. Make sure the Membership class is not over 4 lessons (or 4 hours if one session). Teach your New Members class at different times and formats.
 - A. 4 weeks on Sunday mornings (9:15-10:15 a.m.).
 - B. 2 weeks on Sunday evenings. (6:00-8:00 p.m.).
 - C. 2 weeks on Wednesday evenings. (7:00- 9:00 p.m.).
15. Develop a calling team to call your Regular Attendees and people who haven't visited for a while to determine their status.
16. Pray for new visitors and guests every week.
17. Set yearly God sized retention goals based on percentages. Get away from warm and fuzzy evaluations.
18. Develop an assimilation strategy and work the strategy (see Covenant packet, "7 Touches").
19. Create strategic groups to meet the needs of our family (singles, divorce care, etc).
20. Give visitors and guests the best parking places.
21. Develop or maintain guest sensitivity on Sunday morning. (5 minute and 10 foot rules)
22. Use a digital camera to take pictures of recent guests and visitors.
23. Host several receptions throughout the year for guests and new members.
24. Receive New Covenant Members regularly and stress its importance.

Assimilation Strategy

I. First Visit:

- A. Welcome the first time guest in the parking lot and main entrances.
- B. During the welcome time slot- show the “Information Packet”.
- C. Have a low key ‘meet and greet’ time during the service.
- D. Make sure every person fills out a guest information card at the end of the service.
- E. Position key Greeter at main egress points at rear of sanctuary and front door.
- F. Personalized thank you letter from Sr. Pastor with next week’s message title and free pastry and coffee coupon in the mail.
- G. Phone call from Church representative on Monday evening (re: Thanking them for coming).

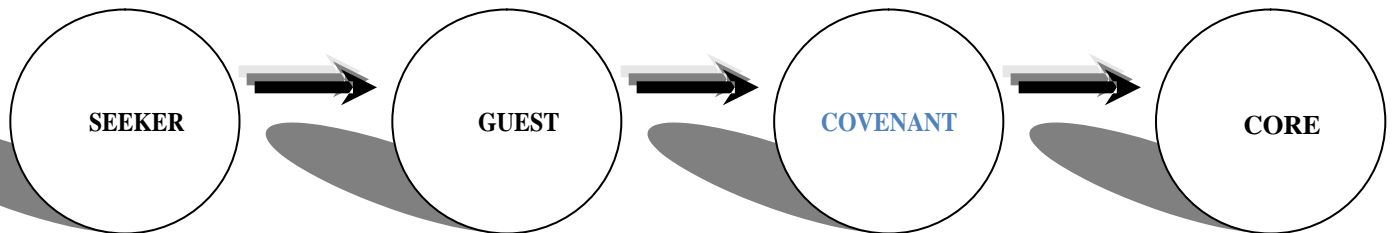
II. Second Visit

- A. After the service possibly take a digital photo (with permission) and explain that it is for the purpose of the team getting to know them.
- B. Letter from Evangelism Director.
- C. Phone call from appropriate age grouping Pastor on Saturday morning, thanking for coming and explaining how they can help.
- D. Prayed for by the Pastors on Tuesday morning.
- E. Prayed for the by Strategic Prayer Team on Saturday evening.

III. Third Visit

- A. Phone call from assigned Deacon to set up possible visit.
- B. If visited talk about them and gauge their joining interest.
- C. If not visited call and issue invitation to take the next step– covenant membership (have the dates and details of the next class ready).

Freedom Fellowship Church ASSIMILATION PROCESS



PHASE 1	PHASE 2	PHASE 3
Seeker to Guest	Guest to Covenant Member	Covenant Member to Ministry
Community to Crowd	Crowd to Convinced	Convinced to Connected
From the Living Room to the Front Door	From the Front Door to the Covenant Member's class	From being connected to service
<i>"Get Connected to God"</i>	<i>"Get Connected to the Church"</i>	<i>"Get Connected to a Group"</i>
Attract them	Convince Them	Train Them
Advertising, Mailings, Web site, Quality Celebrations, Special Events, personal invitation	Greeters, Ushers, First Time Guests, 7 Touches, Bread Patrol, Phone Team,	Covenant Member Interviews, Connection Center, CORE (Small), Foundations Class, Financial Class
Goal (10 people per week)	Response expected: 25%	Response expected: 80% (8/10)

This document was created with Win2PDF available at <http://www.win2pdf.com>.
The unregistered version of Win2PDF is for evaluation or non-commercial use only.
This page will not be added after purchasing Win2PDF.